

ADVERTISING

Beauty collections ideal for brands to create a branded look

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By JEN KING

Luxury brands seeking to expand their portfolio and spark new interest may benefit from entry-level beauty products as a way to portray the ideal branded look.

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Brands that offer a full, multi-faceted collection of products seem to fare better than competitors who offer a singular or smaller product line. By creating a beauty collection, to be paired with ready-to-wear, shoes and accessories a brand is able to create a larger picture for enthusiasts to emulate.

"A beauty collection emphasizes the lifestyle aspect of a brand and multiplies the brand name's exposure through various channels including in-store, magazines and online," said Rony Zeidan, president and creative director of [RO New York](#).

"The saying in beauty goes: 'You might not be able to afford a Chanel bag, but definitely a Chanel lipstick.'"

"It offers an opening price point to step into a brand's world and it is less of an investment to test a new product whether from a large brand or a small new comer," he said.

"It is a natural way to broaden your consumer base."

Beauty or bust

Brands that expand into new territory will likely see an interest from brand enthusiasts as well as aspirational consumers who seek an experience with the brand.

Some brands have simultaneously released beauty collections to accompany the release of fall/winter collections.

Launching a new beauty line along with the latest fashion collection may help a brand generate an increased interest in its ready-to-wear collection as well as its new beauty products as a way for brand enthusiasts to achieve a full-branded look.

For instance, in April U.S. label Michael Kors announced the release of its first beauty collection to be available over the summer. Social video for the Sporty Sexy Glam beauty collection mirrored the brand's fall/winter video, "24-Hour Jet Set."

The collection includes three new fragrances, nail polish, bronzer, lipstick and lipgloss and skin care products ([see story](#)).



Michael Kors beauty collection

Before its launch, Michael Kors monitored the success of exclusive beauty products to ensure consumer interest.

"If you observe in the past few years, Estée Lauder would introduce gifts with purchase items and limited-edition Michael Kors beauty products on its counters, a perfect way to gauge client interest and create a buzz and intrigue on the brand's major foray into beauty," Mr. Zeidan said.

"Michael Kors has been on fire for the past five years, you look around at any moment on the streets, at airports and you are bound to find a woman carrying a cleverly branded Michael Kors Bag," he said. "That woman will definitely buy the cosmetics line."

Another way brand's can generate interest in its entrance to the beauty counter is through collaborations with high-end beauty marketers.

U.S. label Jason Wu used its fall 2013 runway show as a way to create anticipation among brand enthusiasts by giving a sneak peek of its upcoming beauty collection with beauty marketer, Lancôme.

Models in the runway show wore products from the Jason Wu beauty collection. This allowed brand enthusiasts to visual the Jason Wu style for fall 2013 through the complete look of each model as reported by [WWD](#).



Jason Wu fashion show

For a brand's beauty collection to be successful a well qualified partner is often a necessity.

“Beauty collaborations are fairly normal and it makes sense to go with a good partner,” said Marie Driscoll, CEO and chief consultant at Driscoll Advisors, New York.

“Although luxury brands like to maintain control, Jason Wu doesn’t have the skills necessary to manufacture a beauty line,” she said.

“The lower price points and allows aspirants to the brand to engage and participate with the brand.”



Jason Wu Lancôme collaboration

Newly opened bricks-and-mortar locations are a sure way to drive traffic to a particular location no matter the product sold. Brands that include newly launched products as a focal point can expect an increased interest in the location.

Fashion label Marc Jacobs launched its beauty collection with the opening of a bricks-and-mortar location on Manhattan's Bleecker Street in addition to an ecommerce option. The Bleecker Street space was formerly dedicated to Marc Jacob's accessories, but has been repurposed to aid in the launch of the label's beauty collection. Now, the area is a one-stop shopping experience for brand enthusiasts wishing to achieve the look associated with the brand as reported by [WWD](#).



Marc Jacobs' beauty store

Entry-level products aimed at aspirational consumers establish a relationship without diluting a brand.



Marc Jacobs lipstick

"Now more than ever, there are no trepidations with mixing high- and low-priced items in a curation of products, especially when we are dealing with a fashion brand," said RO

New York's Mr. Zeidan.

"Look at Marc Jacobs for example, you can buy a \$20 accessory from his store on Bleecker Street, later splurge on a \$600 sweater, and now you can indulge in a \$30 lipstick," he said.

"Brand DNA's thrive on multichannel collections that attract different customers."

Get the look

A beauty collection may be key for a brand's relevance in the market.

"If paired with the right beauty company, and carefully studied and invested in by both sides, the launches can be impactful and powerful," Mr. Zeidan said.

"You need proper negotiation of counter space and location, not only at launch but on-going in order to ascertain exposure, client interest and hopefully loyalists to achieve the perfect formula for success," he said.

Brands looking to maintain prominence in its industry sector may look to beauty collections to establish a connection with aspirational consumers in the future while maintaining brand DNA.

"You can keep your luxury position and aspirational positioning by going into other categories with a much lower price point by attracting less-affluent consumers, which over time may become wealthy and will already have an established relationship with the brand," said Driscoll Advisors' Ms. Driscoll.

"Brands should think like the Italians and want the brand to be 400 years old one day," she said.

"Brands need to ask themselves, 'What are we doing to ensure longevity?'"

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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